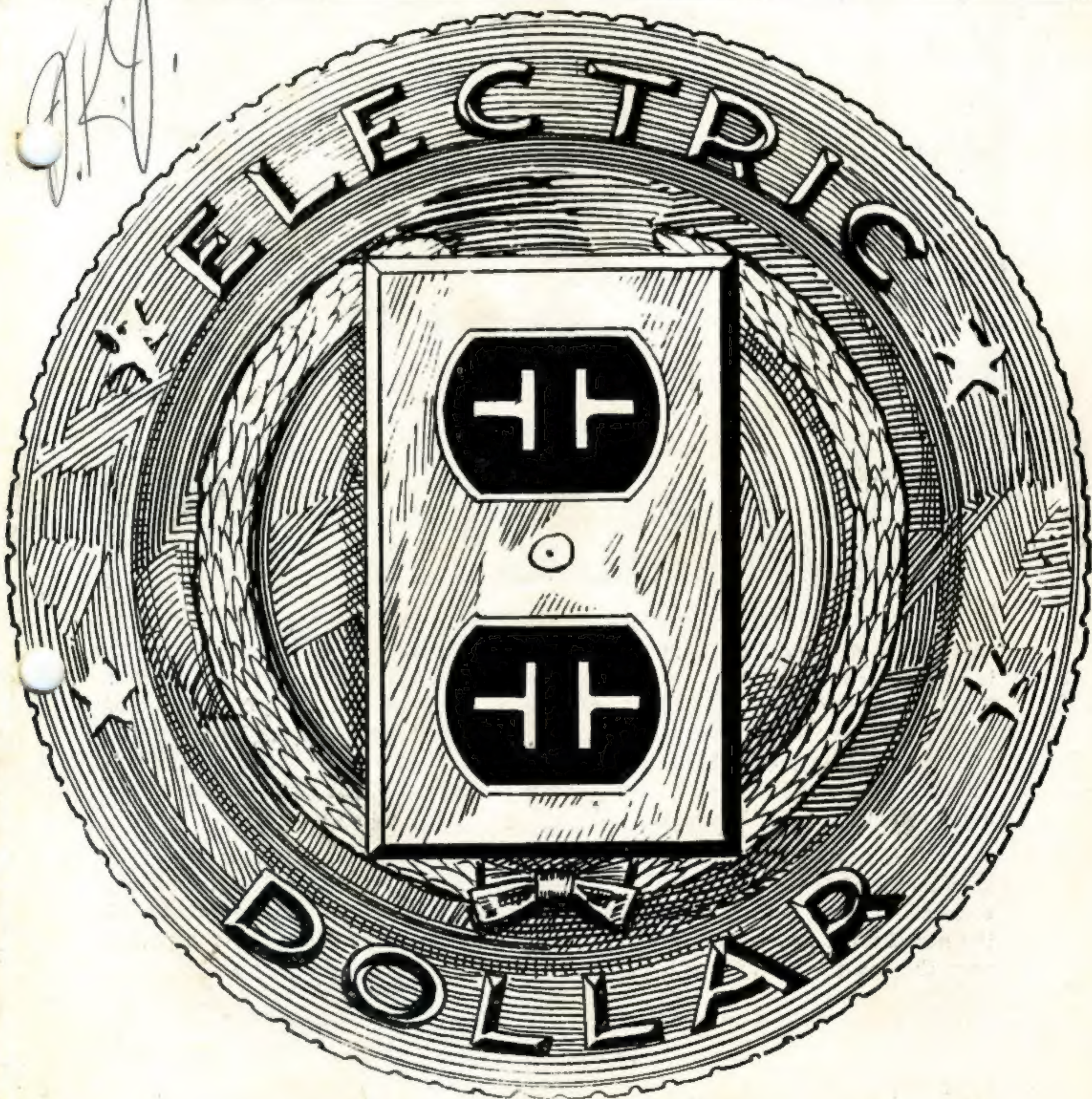


PLAIN TALKS

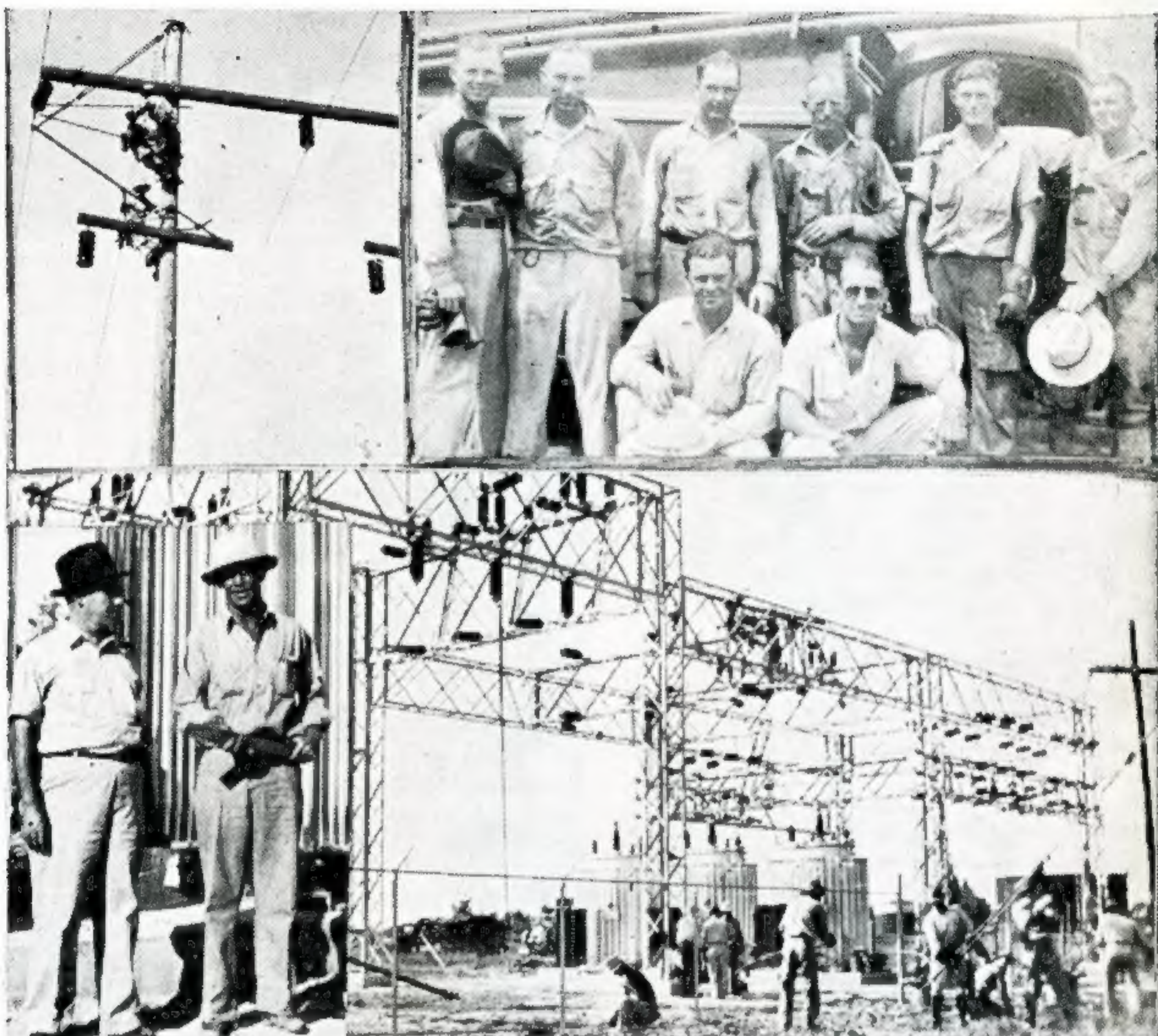
VOL. 16

OCTOBER 1937

NO. 9



"THE WORLD'S BIGGEST DOLLAR"



"Ticklish business" would be an appropriate title for the upper left picture for most of us, but changing out a cross arm and manipulating hot sticks is "all in a day's work" to the gentlemen atop the tall pole. They are linemen Jimmy Morrison, "Sun" Hereford and Homer Vaughan and the job is our No. 5—66 Kv. transmission line between Neches station and Orange. Upper right, back row left to right: Louis Didrickson, Emmett Robertson, "Sun" Hereford, Jimmy Morrison, Bill Purdom and Homer Vaughan. Front row, left to right: Jimmy Clark and D. Womack.

The lower pictures show (right) a view of the new substation at Cleveland and (left) Mr. Eckles, of the engineering department, and Mr. Haddox, construction engineer, discussing details of the job, in the shadow of one of the new 2,000 Kv-a. transformers. The new sub is on the Plum Grove highway near the main highway south of Cleveland.

annual survey reveals appliance gains

Results of our annual major appliance survey—showing actual progress made in our efforts to electrify customers' kitchens—were released by General Sales Manager Riegel several days ago.

"The figures reveal gratifying progress," Mr. Riegel declared. "They show convincingly that all-electric kitchens are achieved in three steps—first the electric refrigerator, second, the electric range, third, the electric water heater."

The survey to determine the number of major appliances actually in use was made by district representatives as of August 31. A comparison with 1936 survey figures shows that we gained 1,329 range users during the year and now have 5,895 range users; that we gained 4,982 refrigerator users and now have a total of 25,451; that we gained 608 water heater users and now have 1,705 customers heating water electrically. A great many more major appliances were sold by ourselves and dealers during the year, Mr. Riegel points out, but many were "trade ins" replacing old electrical equipment. These figures all are "net", which is what counts in load building.

The survey breaks down the gains into single installations, to designate the customer who bought her first major appliance, and "combination installations," which is the customer who had one, or more, major electric appliances, and added one, or more, during the year. This is a most interesting feature of the survey.

Three thousand five hundred and seventy-five customers took the first "step" and bought an electric refrigerator. These are now prospects for ranges, the second "step."

Only 13 customers who did not own an electric refrigerator purchased an electric range during the year. However combination range-refrigerator customers increased 830.

Range and water heater combinations increased 11.

Refrigerator and water heater combinations increased 102.

Range, refrigerator and water heater combinations increased 475. Thus 1,348 of our 44,496 customers now have all electric kitchens. And of all customers, 5,851, more than 10 per cent, now use two or more major appliances.

Saturation on ranges increased 1.8% to 13.2% of total customers.

Refrigeration saturation increased 6.2% to 57.2%.

Water heater saturation increased 1.1% to 3.8%.

A comparison of actual gain with the number of appliances sold shows how great a job of merchandising must be done to accomplish desired results in load building. For instance refrigerator sales during the year totalled, for ourselves and dealers, some 7,000. The net gain in users was a little less than 5,000. Persons moving out of the territory and replacement business account for the difference. The picture is somewhat similar for ranges and water heaters, sales exceeding by a generous margin the net gain in users due to replacements, etc.

"The results achieved are due not alone to the activities of the sales department but are the result of the cooperation of all departments and all employees," Mr. Riegel pointed out. "Our entire organization is load building conscious and it's this all for one and one for all spirit that is rapidly building our load."



Bob Guidry
Editor

production news

Fall sunshine has lured Mr. Fulton out on the golf course more than usual. We haven't had any report on the score but we understand that when approaching the last few holes Mr. DeBouy does some close figuring.

Early cold spells make it rather uncomfortable around Travis Street Substation. However, Whitten and his men are making every effort to relieve the situation by installing thermostatically controlled heating equipment.

Congratulations, Bob Cruise! Bob was seen escorting Mr. Hirsch and Marshall Sharp into a church; something their wives have been trying unsuccessfully to do for a long time.

O. K. Beard, saw A. & M. beat Mississippi, now thinks they will win the Southwest conference, but won't bet on it.

Messrs. Marshall, Eddins, Tucker, Lawton and Bradshaw, attended the Oil World Exposition at Houston October 12. They report a most complete display of equipment, and, believe it or not, they did hear some of the lectures.

W. Prejean, a man who seldom displays extravagance, broke down and bought a new Dodge sedan. "What a Salesman".

Robert Perdue, deciding the best way to solve the rent problem was to own your own, recently moved into their new home at 705 Threadneedle Street.

Vacations

Garland Strong, a small town boy, took time out to visit Hollywood and all the famous "places" around Los Angeles. After seeing some of the famous movie stars in person he still claims that in Jasper is the brightest star of all. . . George Brill, Scigousky and Smith, in Brill's Plymouth, managed to get to Pennsylvania and put their feet under the family table. . . C. O'Brien, traveling by rail, visited home in Boston for the first time in several years. Those Boston baked beans sure

did taste good— 'and how'! . . W. A. Spence vacationed in Chicago and points East, traveling via Greyhound bus. . . V. Holst and Chris Netzer, who have never yet agreed on a "fish story," vacationed at Gilchrist and perfect harmony prevailed. Netzer, with a 35c reel, caught more fish and did less talking. However, Holst did get more strikes. He even struck some of the fellows in the boat while casting. . . E. Prejean vacationed in Lafayette and Baton Rouge. . . Reid Tevis stopped at Corpus Christi; says it was lots of fun watching those girls shimmy (he meant shiver) after coming out of the cold water. . . C. E. Johnson went to Ft. Worth; he forgot that Sally Rand had left there last year.

Stone & Webster

Getting news out of this bunch is like trying to pull an eye tooth. They are always busy and very careful what they say. In spite of that fact they are a fine group and they are doing a good job.

Gar fishing in the discharge tunnel is the latest noon hour sport of the S & W crew.

It is with deep regret that we mention the first (and we hope the only) fatality of the 1937 extension to the Neches Power Plant. Mr. Oscar Slavin, an employee of the Rust Engineering Company, contractors for the smokestack, was instantly killed when he fell approximately 150 feet to the ground from a scaffold inside the stack. Mr. Slavin was a resident of Durbin, West Virginia.



Isn't she cute? That's Miss Bonita Sue White, 7 year old daughter of Load Dispatcher W. A. White.

G. S. U. EMPLOYEES ENJOY BARBECUE AT CONROE

C. V. Merriam Crowned Grand Wizer of Kiloland

Conroe, Tex. Oct. 1.—C. V. Merriam was crowned Grand Wizer of Kiloland by Tom P. Walker at a barbecue at Conroe Country Club for Navasota Division employees after their recent sales victory.

The barbecue was enjoyed by everyone, the regular program, as well as other forms of entertainment. Several visitors from Beaumont, Central, Port Arthur, and Louisiana Divisions were present. The crowd, after a hilarious time, broke up about—P. X. Saturday morning.

FIVE G. S. U. EMPLOYEES TRANSFERRED

Navasota, Tex., Oct. 20.—Earl Coleman, Ice Plant Operator at Caldwell, was transferred to the Huntsville Plant. Other transfers were:

Bob Walters, Ice Plant Operator at Huntsville, to the Port Arthur power plant. . . L. T. Haney, Navasota, to Huntsville as general storeroom keeper. . . W. L. Gilmore, Ice Plant Operator at Conroe, to Navasota. . . Jim Baird, Operator at Navasota, to Neches Station in Beaumont.

WALKER COUNTY FAIR BIG SUCCESS

Huntsville, Tex. Oct. 20.—Mrs. Marcus Andrews, Miss Ruth Lee, and Mrs. Tony Busshart are shown standing by the float which they helped decorate for the parade at the Walker County Fair.



ALLPHINS ON ROAD TO PROSPERITY

Navasota, Tex. Oct. 20.—Pete ("Hi-daddy") Allphin bought a new car and

CLEVELAND GETS NEW SUBSTATION

Cleveland, Tex., Oct. 20.—Cleveland has a brand new substation built to take care of the increased system load and to provide switches and other auxiliaries for new lines which radiate from this center.

Every operating man in the Navasota Division is glad that this new substation is now in service because it will increase the reliability of the system and provide sufficient capacity to take care of increased load. This new substation was completed without an accident.

FLASHES OF LIGHT

Agnes Jameson is staying "Sweet Sixteen". Have you noticed the change as a result of her shorn locks? Very becoming, Agnes.

Ringling Brothers have requested the services of Miss Dorothy Dyess as an aerialist, since her performance on the ice platform steps.

John Brady and Oscar Wyatt, after using two boxes of shells, brought in two birds, the catch of the season.

The Johnsons are enjoying a gulf coast vacation, but Geo. informs us that he spends his time laundrying Buster's three cornered pants.

is busy flitting hither and yon displaying it, which indicates that the Allphins are on the royal road to prosperity.

"Bronco Buster" Ray Hereford led the Montgomery County Fair parade, but was quite annoyed when his mount slipped and fell, leaving Ray with a sprained ankle.

SPORT BRIEFS

Dedicated to Harold Brown, John Brady and Pete Simon
By

Ernest Figari

Texas Aggies are best contenders for Rose Bowl. You have heard of the storm cycle, the business cycle, the business cycle and now, Gentlemen, we have the football cycle. The Texas Aggies produced an undefeated championship team in 1927. This year the Aggies are due another Championship team.

The picture looks very bright as the scores listed below will show:

A. & M.	14	Manhattan.....	7
A. & M.	14	Mississippi.....	0
A. & M.	7	T. C. U.....	7

I predict the following score: A. & M. 14, Baylor 7. Watch them go, Brady.

SOCIETY

Brad McMaster accompanied by Bella Carter, paid the Huntsville office a visit.

Goree Matthews of Hempstead is in Navasota spending his vacation. Jelly Gilmore is holding the fort in Hempstead.

T. S. Walker, serviceman in Alvin, has returned from Atlanta, where he spent part of his vacation visiting relatives.

H. T. Schroeder, chief engineer at Conroe, is spending his vacation in parts unknown.

J. T. Reidy of Beaumont paid Madisonville District a visit and while there took a few shots at the doves.

WELL, I'LL TELL YA

By

Fig Figari

Home Economist is moved into street, bag and baggage. Was she forced by overdue rent? We certainly hope someone has a big heart for "Stove Woman Annie".

Moral: Pay Rent in Advance.

There must be an epidemic of this "daddy" business. Anyway, I think

Pete Allphin is first contender for the fur-lined bathtub of Hy Eden's bestowing.

For, 'twas not a cotton headed chap who sought to claim relationship with Pete. Alas, a tiny chocolate girl with her chocolate mama came in to pay a bill. The child took one look at Pete and, with a gay wave of her hand and a light skip in her walk, said to him, "Hi, Daddy."

Diddy Welch made an all time record with that "huh" of his. . . Affidavits on request.

LOST AND FOUND

Lost: One Terraplane Coach. If found, please notify R. A. Honsberger. No reward offered.

Lost: \$2.28. If found, please return to Pete Allphin, phone 363. A generous reward offered by E. E. Figari.

Lost: One Chevrolet Coach at Conroe Country Club. If found, notify John Brady. Reward offered by Oscar Wyatt.

WANT ADS

Wanted: A bet instructor for football scores. See John Brady, Navasota.

Wanted: Eighty feet of two inch conduit pipe and one switch. Contact Tommy Tompkins, General Storeroom Keeper, Navasota.

Wanted: Three dozen doves. Call Oscar Wyatt or phone 422.

Wanted: Three good meals for the price of one. See E. B. Stagg, Navasota.

Wanted: Palatial building with plenty of room in business district. Call Mrs. Ann Grove or Mrs. Ruby Nelson.

Wanted: Some new words to use "huh" omitted. See Diddy Welch, Navasota.

Wanted: Good tonic to end baldness. Contact any of the following: Rod Honsberger, Pete Allphin, Diddy Welch, Harold Brown, Pete Simon or Tommy Tompkins.

Wanted: Good reducing powder that will be instantly effective. Call Oscar Wyatt.

If any complaints or suits arise, please get in touch with the Navasota World Attorney, Washington Peterson Allphin, Navasota, Texas.

Managing Editor,

E. E. Figari.

DISTRIBUTION DEPARTMENT

Vacations:

Floyd Smith and family have just returned from a very pleasant trip to New Mexico. . . J. B. Coltharp and family have returned from Jim's old stomping grounds, Turnersville, (40 miles west of Waco.) Jim reports a wonderful time while in the old home town. . . Pete Simon has been pinch-hitting for Mortimer in the Navasota Distribution Office while Mort has been having a little work done on a bad eye. We bet Stella Mae is having a grand time in her old home town.

We wish to express our deepest sympathy to Mrs. Hubie Braunig in the loss of her mother, Mrs. McAlpine, who died on October 2 in Navasota. Mrs. McAlpine was buried in the family cemetery at White Hall, Texas. All of the Gulf States Utilities Company employees who knew Mrs. McAlpine join us in this expression of our regret. Prior to her death, Mrs. McAlpine had lived in the Braunig home in Beaumont for a period of about eight years.

TRANSMISSION DEPARTMENT OFFICE

Vacations:

Bill Thomson visited Lake Charles and other points east. . . Earl Sawyer hopes that he will get one this year. . . J. L. Kremers has returned from his.

Miscellaneous:

Estelle Hopkins has another dog and has named it Dr. Jekyl (weight—crowds 1 pound).

Messrs. Banker, Clem, Kramer and Kennedy, G. E. engineers of Schnectady, spent two weeks here studying the operation of our carrier relay system.

Pop Rouse's substation crew has been pushing work on our new North End substation.

Buck Albe has been juggling transformers between Navasota, Cleveland and Beaumont in order to place sufficient transformer capacity in our North End substation.

Ted Jones' line gang has just completed a primary distribution extension south of Jasper, covering a distance of approximately one and one-third miles, with an additional .55 miles of secondary wire.

SERVICE DEPARTMENT

We now know what Bill Sterling does with his doves (when he gets more than one). We understand that dove is Mr. Braunig's most relished game.

speaking of operations



R. F. Reid
Editor

METER DEPARTMENT

Geord Smith has just returned from a visit to his home town in Pennsylvania.

Ruth Wilbanks is vacationing in Houston, Mexico City and Silsbee.

GARAGE

V. E. Davis reports that he spent a very quiet vacation at home in Beaumont.

ENGINEERING DEPARTMENT

The Engineering Department picnic, on Oct. 16 at the Highway Park on Highway No. 40, was attended and enjoyed by most of the men and their families. Entertainment included football, baseball, horse shoe pitching, wrestling and (among other things) eating. Blue skies and a crisp cold day helped the fun along until long after sundown. The weary crowd crept home to sleep through the Sunday School hour Sunday morning.

Ben and Lucy Fannett returned from a wedding trip in time to attend the picnic as honor guests.

Since October 11, bright beams of sunshine have entered the hearts of us all. The cheer emanates from A. L. Howell, who will be known henceforth as A. L. Howell, Sr. Congrats, etc., from the bunch, Avery.

T. M. Keiller and Mrs. Keiller are back after vacationing in Mexico City. A swell time, but glad to be back.

Bernice Blanchette left October 23 for a short vacation in Dallas and other Texas towns. The office will struggle along as best it can until she returns.

This department has no football experts. Our weekly football pool shows some bad results, but creates lots of interest and amusement. This Camp fellow appears to be an expert, though. He has recently picked 11 winners out of a possible 14. It may be that he is from A. & M.



Carra Williams
Editor

treasury department news

Thanks to Annette Tillery for her assistance in assembling Treasury news for October.

BOOKKEEPING DEPARTMENT:—Margaret Parish finished off her vacation by visiting in Houston and various places. Our ever genial Papa Taylor worked in her place as Cashier and I think he was quite relieved when Margaret returned. . . And speaking of Papa Taylor, he is the proud father of a son now, H. I. Jr. Congratulations Dennie. . . Fletabel Denton says Mr. Linnehan has picked out a good place for her desk. . . The boys in the Bookkeeping Department are a little more restrained since the invasion of so many women, but they forget every now and then, with such a spacious room to work in, one hardly ever notices their risque remarks. . .

COLLECTION DEPARTMENT:—Beneath a fragile exterior Flora Mae Clements hides quite a hearty appetite. Our secret operative informs us that she really attacked that broiled lobster at Fullers the other night with great gusto. By the way, it was the one and only lobster Mr. Fuller could produce on such short notice to sate Flora Mae's appetite. . . Helene Hartel is an awful good train meeter. She'll be tickled pink to meet you when you are coming in from a football game in Houston. It makes her feel so fit the next day at the office too if the train happens to be 2:30 in the morning coming in. . . There is a pet cricket on the sales floor for amusement of our customers, I hope. It is a source of irritation and exasperation to the employees. Mr. Masterson cut quite a caper trying to catch Theomostopheles, the cricket,—as we Greeks would call him. . . Mr. Pennington is now feeling very fit after two weeks vacation the first part of October. He spent the entire time at his place in the country. . . We hardly recognize

Ogden McLaughlin now when he pays us a visit, he has lost the figure he had when he was with us. Nice work Mac. . . Your co-worker, Bill Ricks, should let you tell him how you did it. . . Mr. Linnehan and Paul Masterson say they spent the night in Bryan recently, but from a glimpse at a picture in their brief case when they came back, we can't help but wonder. . .

SECOND FLOOR AND STENOGRAPHIC DEPARTMENT:—If anyone wants to get rich quick, start telling fortunes. A certain group of young ladies from various departments, particularly the second floor, have been squandering their money trying to learn their fates. Ione Richardson is a little dubious of the truth to the fortune teller's advice. . . The beautiful switchboard room has been remodeled. A new cabinet, etc.—for all the comforts of home. It only lacks a comfy chair and chintz curtains. . . It seems to be open season for tonsillotomies. Tony Fontana and Evelyn Sanders were recent victims. . . Mrs. Mabel Johnson is now vacationing, we don't know where, but she'll probably have lots of interesting things to tell us when she returns. . .

BILLING DEPARTMENT:—Mr. Robichau vacationed the last two weeks in October. . . We are all happy to see Agnes Sumrall back in the Billing Department after several weeks illness. . . Although being "Mrs." keeps Bernice occupied, she does come back to see us occasionally, and we hope she doesn't get too busy for these visits. . .

ACCOUNTING DEPARTMENT AND THIRD FLOOR

By Charlyne Wheeler

Once Upon a Time:

Merch dictated a memorandum before 11:30 on a Saturday morning. . .

We saw Mr. Jackson using his telephone and Mr. Linnehan's at the same time. We've all seen it done in the movies, but we didn't know people actually did it.

Mr. Linnehan and Mrs. Carlisle got the afternoon off to take their children to the circus when it was here. I've asked if I mightn't be allowed to take

(Continued on page 11)

PORT ARTHUR BREVITIES

by Fred Davis, Guest Editor

Within a few days we, in Port Arthur, look forward to the opening of the new Memorial Highway and our hope that many of our north-county friends will then journey to Port Arthur more often and become better acquainted with this city's fine points, a few of which I shall mention:

Neches River Bridge. If you haven't seen it you should. It is the biggest bridge of its kind in this section of the country.

The East Jetties, about fifteen miles south of Port Arthur, the fisherman's paradise. Most all kinds from tarpon to the lowly crab can be caught by the most inexperienced.

A trip through any of the oil refineries is well worth anyone's time and is very educational.

A good date for Friday night: see the Yellow Jackets of the Port Arthur High School play. Each year this team brings glory to Port Arthur through its football activities.

Lakeside Power Station

In rounding up news of company folks, I was surprised to learn that Charley Waldron traded off his 5 mph Buick and is now cruising in a new V-8. Charley's heart is again beating normally after having survived the shock of going 20 mph.

It seems that in-laws are contributing considerably to the traffic problem here in Port Arthur as Richardson and Hazelton are driving to work in their fathers-in-law cars and our ace football fan, Arisco, appropriated his in-law's car to drive to Shreveport and see another Arisco, who is on the Yellow Jacket squad, play in Shreveport. Charlie wants all who are interested to know that Mike Arisco is only his cousin.

L. C. Pace of Neches Station is at Lakeside Station while Johnny Uehlinger is on vacation.

We noted with interest in our local paper that Mr. and Mrs. J. A. Uehlinger left for a vacation. We have been unable to find out whether the papers made a mistake or if Johnny has been holding out on us.

We welcome Mr. and Mrs. Fred B. Walters to Port Arthur. Although Fred is new with us he is an old employee of the company, having been located in Huntsville for several years. We have

Port Arthur division news



Mrs. Trotti
Editor

no state institutions here but believe that he will find Port Arthur very charming. Incidentally, for those who are interested, Fred shoots a mean game of golf and I understand it's in the low 60's.

We wish to express our sympathy to Cleburn Bean, who recently attended the funeral of one of his cousins in Jasper.

E. W. Swinney left on his vacation but was afraid to tell anyone where he was going. We hope in the next edition we will be able to give you a detailed description of where he went and what he did.

Accounting Department

M. J. Babin, cashier, advised before leaving on his vacation, that he expected to spend part of his time here and the remaining around and near Whitecastle, Louisiana. Mr. Babin was somewhat perturbed recently when someone ran into his parked automobile for the third time. His comment was that the jinx should be broken and that bus fare was cheaper.

During Mr. Babin's vacation Vernon Bodin has taken his place as cashier. Vernon is just back from his vacation and says he spent practically all of his time in the Sabine district. He told a few of his friends confidentially that he did nothing in particular and had a swell time doing it.

Mrs. Frances Trotti, secretary to Mr. Thorne, returned after having spent a week with friends in Dallas and Fort Worth. Two days she spent with Mrs. Ann Grove at Navasota, Texas. We all remember Ann as the girl with personality plus.

Commercial Department

Mr. and Mrs. J. P. Knapp are back from their West Texas vacation. John, aside from putting on considerable
(Continued on page 10)



Mrs. Spell
Editor

**mdse.
dept.
news
Bmt.**

party

Dishing Up The Latest Dirt:—Mary Lena Nall is back with us again, after her spell of sickness, looking as fine as can be. Welcome back, Cookie. We missed you.

Jack Connaughton and Everett Bishop, both fresh from their vacations, are back in harness again and all full of pep and rarin' to go.

We saw Day Seastrunk all decked out in cowboy boots. Could it be that he is providing atmosphere for his one and only cow? You don't ride cows, Day. You milk 'em.

Grace Brooks has settled down to her job like a trouper and is doing great work keeping our range sales sold.

Bus Winfrey, Bill Hilsman, and Bill Hammond were seen at the Orange-Beaumont football classic. They report having enjoyed the game very much up until they started slowly freezing to death. All three contend that football should be a summer sport.

We don't see much of Connie Winborn around the office these days. His out-lying district keeps him pretty much on the run. However, that old tattle-tale bogie board shows that he isn't wasting any time.

Pat Bishop will be back from his vacation by the time this gets off the press and will already have been told that we missed him, his pipe, and those little Saturday-morning pep talks.

Lloyd Brannan is still slipping around, saying nothing, and tending to his business. Again we refer to the old reliable bogie board to back us up in our statement that the Brannan boy 'must have something there'.

If Slim Larkin's pride increases in proportion to his daughter's increases in years, he will bust wide open on her third birthday. This prophesy is based upon observations of Slim's reactions at his gal's first birthday party.

Walt Richardson has that 'cat swallowed canary' look in his eye these



The Beaumont D.R.'s were well represented at Slim Larkin's daughter's first birthday party. Reading from left to right, they are, Virginia Lee Hammond, Jimmy Winfrey, Dotsy Winborn, Sonny Winborn, and Pete LeBlanc. The two dark-haired girls are little neighborhood friends. Little Patsy LeBlanc sits in a rather precarious position, if the cake should drop, and Hostess Libby Larkin is busily concentrating on the cake. If that is a dab of said cake on her face then she has done more than concentrate.

days. The deadline for paying off indebtedness to the D. R. Club is drawing near. Walt has been in charge of the Club this year. More than one of us will find it a task to break even on the deal. The one weak spot in the whole set-up is that it is too easy to get money from the Club and too hard to pay it back.

We can't think of a thing about Pappy Sandifer except that he is the only one of us who out-financed Walter Richardson on a loan from the D. R. Club. It seem that Pap out-figured Walt and

(Continued on page 11)

Pelican state news



John Mattingly
Editor

LAKE CHARLES

Editor John Mattingly, manufacturer and collector of Louisiana news has succumbed to the flu. We ask your indulgence for our pinch hitting.

Friends of Paul Guidry were pleased to hear of his recent marriage to Mrs. Dorothy Kelley.

From the lower end of Ryan Street near the river, we get the news that Carl Dobbertine is back to work and fishing after a tussle with an appendectomy; Leonard Ernst back to the job after an injury to his foot; Joe Molbert is vacationing around Lake Charles and Lafayette Pat Connelly returned from a New Orleans and Houston vacation, and D. C. Davis from Kilgore.

Murphy Gibbs and his line crew have severed all news connection with the outside. They are working on the high line just east of the Sabine River, and living in Orange. Watch for reports next month, boys.

Mr. and Mrs. D. A. Spell are happy to announce the arrival of a bouncing baby boy, Willis Abner. The Frank Stanton's from Sulphur are also happy to report the arrival of a daughter.

Bob Sherwood is now cruising the blue, with stops at Panama and other tropical resorts; Miss Marguerite Carter visited Houston; the Turbevilles to San Antonio on their vacation.

Mr. and Mrs. N. C. Spence announce the arrival of Margaret Compton. Dad, mother and baby are happy and well.

Nick Reeves has been transferred to the meter and line department office from the storeroom. Hugh Holland succeeds him at the storeroom.

Somebody please stop writing letters to several of the boys—How would you like to receive a note that can't be explained? It sure must be embarrassing. Who is Grandma?

Bob Allen certainly needs help; it's a case of asthma settling in his back.

Uptown, we find Yvonne Fournet, blonde, resigning to march to the altar. Ruby Dartez succeeds Yvonne, and we are very glad to welcome her into our fine family.

Friends of Jim Sudduth were sorry to hear of the loss of his father. We extend to Jim our sympathy.

Mr. and Mrs. Olaf Jacobsen proudly announce the arrival of Olaf Scott, a fine boy, and both he and his mother are doing well.

Rex Lee was transferred to the rate department in Beaumont and Clay McCarroll came to us from Beaumont as illuminating engineer. We are glad to have Clay and the Mrs. with us in Lake Charles and Louisiana.

Bradley McMaster has returned from his vacation with a really nifty looking fall hat. . . Frank Taylor has just returned from a trip to San Antonio. Homer says it sure was successful.

JENNINGS

Val Huber went to record Chattels at the court house the other day; strangely he came back without recording them. Some say that a certain young lady has to be there or the chattels don't get recorded then.

What's this story about Frank Gearen getting lost in the Sabine River bottoms above Orange. We are told he was squirrel hunting.

There was a warm time over at B. J. Cart's new home. Members of the distribution department with their families surprised him and the Mrs. with a real house warming. Many useful household gifts were received.

Friends of A. H. Harbert sympathize with him in the loss of his mother on October 17th.

Someone ought to talk to Frank Mercer. It isn't nice to break up a young women's party at a church. . . Mr. Mc from Lake Arthur rates as a connoisseur now; he won on an onion.

We are all sorry to hear of the death of Jim Stokes' mother on October 23rd.

(Continued on page 12)

Port Arthur news

(Continued from page 7)

weight, acquired a healthy tan. He also grew a moustache which is really quite becoming.

Charles DeCuir, supervisor of the D. R.'s, finds little time for fish talk these days, but if you want advice about hunting, page Blackie. He knows all of the coves and bayous, not only by name but by reputation.

Luke Levesque and wife are vacationing. They planned a week at home but were undecided as to where they would spend the balance.

Hay fever has a victim in Joe Pre-Jean. He is very optimistic, predicting that the "spell" will be over in another two or three weeks.

Paul Baker is back from his vacation, of which most was spent in fishing (at least so he says), and claims that he is all ready to "bite 'em" in a big way.

H. J. Hebert, while on his vacation, came to the office (just to show his face) sporting a three-day's beard. He explained he had been on a fishing trip but he hadn't seen a fish, (the truest fish story the editor ever heard).

George Minton, repair department, declares he would certainly like to know the identity of the kind gentleman who pushed him all the way from High Island when his car drowned out during a recent downpour. George said he was certainly a nice fellow.

Distribution Department

G. L. B. (Jake) Hagler visited the Grand Canyon and on the way back took in the Pan-American Exposition in Dallas. His description of the scenic effects at the Canyon are very vague, but his memory concerning "views" offered by the various exhibits at the Exposition are quite vivid.

Red Bankston is back from his vacation and unconfirmed reports indicate that the larger part of his time was spent in the Old Country.

J. O. Lively went to the hills around the fair city of Tyler for vacation. He was very vague as to how he intended to spend his time.

Work on the H-frame line from Kolbs Substation to the Port Arthur city limits is nearing completion. When completed, lines numbers one and seventy-three will be carried from Beaumont to Port Arthur on these structures.

Friends of Mrs. Ann Grove in Port Arthur and Navasota take this means of expressing their deepest sympathy to her in the untimely death of her pet spider on Saturday night, October 16, twelve o'clock midnight. We hope the loss of such a well trained pet will not leave too great a vacancy in the life of Mrs. Grove.

NEDERLAND - PORT NECHES

Maybe you haven't heard much from us lately but instead of talking—we've really been getting the job done. We'll take time out now to sit back and crow.

Those of you who have not already done so, should take a jaunt down Nederland way and see the Bulldog Stadium. Mr. Merrill and his boys really turned out a lovely lighting job for the field. We are proud of the field, and bubbling with enthusiasm over the way those little Bulldogs are playing that game called football. Which only "shows to go you" that not every little country boy is susceptible to blinding by bright lights.

Construction work on Nederland Avenue has finally been completed. A few of us have already been enjoying this new road although it has not been officially opened.

Many changes took place in our personnel during September. Mr. Dinkins went to Huntsville over Labor Day. While he was there he had his tonsils removed—you should see Dink now—fat and sassy.

Immediately upon his return, Marie Rienstra, cashier in the Nederland office, had her tonsils removed.

Immediately upon her return, Superintendent "Frog" Handley took a one week vacation and spent it—you'll never guess, so I'll tell you—Nederland.

Immediately upon his return to the office, Jack Jordan took an afternoon off to go to Port Arthur and acquire for himself another pair of eyes.

During all the time these events were taking place—and still—Mattie Gray of Port Neches Office has had the Hay-fever.

mdse. sales news

(Continued from page 8)

got a loan at practically no interest on the principle. Phooey, to the capitalists.

Luther Mosier, in his inimitable, busy-bee manner, is juggling lamps all over his district. He is really getting in his licks on the I. E. S. campaign.

Gwen Youse, our roving Home Economist, is still bouncing from town to town, doing good at every stop and making customers electric range conscious.

How does Ott Holley stay so high in sales percentage with so little fuss and feathers? We never know he is around until the final yearly reckoning and then there he is right up in the top of the heap.

Fred Johnson, a friend of the people, wouldn't make a statement for the press and we couldn't dig up any dirt on him. However, Fred is keeping mighty busy and we know from personal experiences that he is doing lots of good where it is needed.

We asked Mr. Allen for a statement and here it is. (Quote) "Tell 'em to sell those ranges, refrigerators, and water heaters."

Now for the folks on the sales-floor: Dot Futch is the new custodian of the sales-floor trial book and if you think she can't write some snappy notes, you just check out an appliance and keep it longer than necessary.

Lawrence Talley ('Crystal' to you.) is another recent returner from a vacation. He acted a little bewildered the first day but it wasn't long until he had taken up the reins in his usual efficient manner.

Orchids to Lou Kelley. One of the D.R.'s reports that an exceedingly cantankerous customer of his told him that it was a real pleasure to do business with Louise over the phone.

Bobbie LeBlanc, ace black-jack player, has been host to some of the boys on several recent occasions. Latest reports have it that Bobbie suffered slightly at the last two sessions and is now seriously contemplating a course in "Rummy for Beginners".

treasury dept. news

(Continued from page 6)

them next year, I'm so fond of children.

Scene on the Highway: F. R. Weller hitch-hiking his way to Austin.

Welcome:

We are glad to welcome Dennie Clubb to the statistical department and Rex Lee to the rate department. Mr. Clubb has been with Eastern Texas Electric Company for the past several years, and Mr. Lee with the Lake Charles division.

LyBrand Ross Bros. & Montgomery, under the supervision of Mr. Hopson, are making their yearly audit.

Eddie Bode visited in Madisonville and San Antonio on his vacation.

Lettie Long has been absent from our department for several days due to illness, and Margaret Parish, cashier, has at last had her chance to prove her versatility, acting in that capacity as a comptometer operator.

We miss Elmer Engman from this floor, he has been transferred to the A. R. C. Department. Ralph Ellis has been transferred to this Department from the second floor.

If you have anything to sell, just anything, we suggest that you see members of this department immediately. It's a cinch, but don't try to give it away, they won't take it, and you must also convince them that it's a sure fire way to get rich quick. (They'll believe you with very little trouble—for after all, what's—well, say \$1.50 as compared with \$5,000.)

I wish to apologize for the lack of news this month, but how do you expect a girl to get anything out of baseball and football games, and who started the war in China, which is practically all I hear from 8:00 to 4:15, and there are times when I'm afraid their work is beginning to interfere.

(Continued on next page)

flash!

Dorothy Seale was elected chairman and Nellie Rae McManus, secretary, of the Women's Committee at the annual election of officers October 28, Miss Seale succeeding Miss Bryan and Miss McManus, Miss Carra Williams.

LOTS FOR LITTLE

For the price of a single cigarette (about seven-tenths of one cent) the average home can:

Light a 40-watt bulb 230 minutes, or almost four hours.

Operate the radio 115 minutes, or near two hours.

Percolate coffee for twenty-one minutes.

Run an automatic refrigerator three and one-half hours.

Run an electric clock for three and one-half days.

Use an electric fan for two hours and thirty-seven minutes.

Operate a clothes-washing machine for thirty-one minutes.

Toast bread for twenty-one minutes.

Run an electric dishwasher for forty-two minutes.

—Public Service Magazine.

treasury dept. news

F. R. Weller and Oscar Sims share honors this month as the best dressed man, and at this time it's still a draw, although some think Oscar has a possible margin on F. R.'s blue striped shirt and white collar, with his white silk shirt with one-inch wide green stripes, spaced two inches apart.

All the suspicious characters had their pictures taken this month for New York records. If they turn out well, we thought maybe we'd send Pete's to Hollywood. His hair needed cutting (and combing) and he's a little thin, but he has a way about him, and after all, looks isn't everything.

Poor Peckham, last month it was his stomach and now it's his back. We're sympathetic Peck, but after all, you can't expect us to keep chasing your pain around, it makes everything too complicated.

Louisiana division

(Continued from page 9)

His many friends extend to him their sympathy.

LAFAYETTE

Dude Compton still has trouble with his store bought teeth. The boys suggest glyptal to help their adhesive qualities. Jug Sudderth seems to be having better luck, but it is reported he lost his chew recently.

Jack Shirey and family from Nava-sota were guests of the Scotties during the month. Jack was returning home from his vacation and his friends were glad to see him.

Lawrence Jacobs is expecting—only we understand he is expecting to undergo an tonsilectomy soon.

We read from Walter's column that Sam LeBlanc is about to march up the aisle. This department hopes to have the pleasure of announcing the details later.

Did someone say something about inertia. The tame squirrels in those big oak trees near Opelousas say this describes the man. Also who was that sharpshooter that contributed such a long legged duck to the handsome operator?

We all extend our sympathy to Valry Dugas in the loss of his brother recently.

This handsome guy with the business like expression is Will Grossie, operator of ability. Will rates as our ace reporter, and we wish we had more like him.



"The popular notion that water power is a gift of nature that costs little or nothing to develop is one of the major delusions of the present era."

Bernard W. Lynch, President
Standard Gas & Electric Company



Pineapple juice is delicious,

Tomato juice, nutritious,

But the kind of juice that's

best of all,

Is the "juice" that comes from

the plug in the wall!



Electricity

